



BPO BULLHORN

Straight talk. Smart insight. No bull.

Thursday, May 14, 2026

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Hello there

Everyone's chasing efficiency, growth, and AI gains, but the definition of success keeps shifting. This week, we want to hear from the herd: what actually counts as "good" in BPO and CX right now?

Join the conversation on [LinkedIn](#) and tell us where you think the industry is getting it right... or wrong.

This week

- Concentrix Bets \$45M on AI-Enabled Operations in Quezon City
- Broadridge Expands EMEA Delivery Footprint With Glasgow Hub
- BPO Expansion Push Signals Growing Interest in Latin America

Let's get moo-ving! 📣🐮

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Editorial Team

Bullseye: The Essentials 

[Industry News](#)

→ **Concentrix Invests \$45 Million in Quezon City Technology Hub**

Concentrix opened a technology experience center and operations facility in Quezon City with a \$45 million investment, expanding its Philippine workforce to over 100,000 employees across 52 sites. The iX360 center will showcase automation and analytics platforms as the company shifts from traditional BPO toward technology-enabled operations. The facility accommodates 4,000 employees and was attended by government officials.

→ **Broadridge Establishes Strategic Glasgow Hub for Global BPO Delivery**

Broadridge Financial Solutions established a strategic hub in Glasgow to strengthen global business process outsourcing delivery across Europe, the Middle East, and Africa. The facility will support technology-enabled services, including operations, client support, and data management for financial services clients. The move expands Glasgow's role as a delivery location for multinational BPO operations.

→ **Philippines Exploring BPO Expansion Into Paraguay**

The Philippine Chamber of Commerce and Industry is exploring business partnerships in Paraguay focused on business process outsourcing, with PCCI President Ferdinand A. Ferrer saying Filipino companies want to establish operations to capture additional business through geographic positioning. The move came during Paraguay President Santiago Peña's first official visit to Manila since 1962, with the two countries signing a Memorandum of Understanding between PCCI and Paraguay's Investment and Export Network. Ferrer said the expansion would access new markets through Paraguay's time zone rather than relocate existing Philippine operations.

Governance

→ **Chinese Court Rules Companies Cannot Fire Workers for Automation**

A Chinese court ruled companies cannot terminate employees solely to replace them with automated systems, establishing legal precedent as authorities balance technology adoption with labor stability. The Hangzhou Intermediate People's Court found that a tech firm had illegally fired a quality

assurance worker who refused a 40% pay cut after his job was automated. The ruling stated automation does not meet legal standards for termination under business downsizing or operational difficulties.

→ [**Sri Lanka VAT Expansion Threatens BPO Sector Competitiveness**](#)

Sri Lanka expanded its Value Added Tax framework to digital services effective July 1, raising financial services taxes from 18% to 20.5% and imposing new VAT on global digital platforms. Industry stakeholders warn that the changes will increase operational costs for IT outsourcing and contact center companies relying on cloud services and digital tools to compete with India, Vietnam, and the Philippines. The government said the expansion is necessary for fiscal stability.

Employee Engagement

→ [**Thai Employees Lead Southeast Asia in Engagement Gains**](#)

Thai employees have one of the highest engagement levels in Southeast Asia at 34% in 2025, nearly 10 percentage points above the regional average of 25%, according to Gallup's State of the Global Workplace report. Engagement has more than doubled from 14% in 2012, ranking among the top five largest gains globally. Two-thirds of Thai employees remain not fully engaged, showing room for improvement.

Media Field Guide

Video

How Social Work Principles Nourish Businesses and Communities -

[**YouTube**](#)

Miriam Espallat explores how social work principles like empathy, trust, and resource sharing can strengthen both businesses and communities. She argues that social capital grows when people move beyond scarcity thinking and actively invest in others, creating environments where collaboration, support, and long-term growth become possible.

Why watch: a practical perspective on how community-minded leadership, relationship building, and shared success can create stronger teams, healthier workplaces, and more resilient business ecosystems.

Podcast

Redefining What Efficiency Means in the Age of AI - [Spotify](#)

Neuroscientist Mithu Storoni challenges the idea that efficiency is about doing more at a faster pace. In this conversation, she explores how the brain performs different types of work, why creativity and deep thinking require different mental states, and how individuals and organizations can structure work around quality rather than constant output. The discussion also covers how leaders can rethink productivity in an AI-driven workplace.

Why listen: a useful perspective on balancing AI, productivity, and human performance, with practical insights on focus, creativity, burnout, and designing work that leads to better outcomes instead of just more activity

Book

The Integrated Contact Centre - [Amazon](#)

Daniel Piper breaks down why contact centres struggle under pressure and argues that most failures are rooted in systems, leadership, and operational design rather than individual performance. Drawing on two decades of experience, he shares practical frameworks for building more resilient, stable, and effective contact centre operations that can handle change without constant firefighting.

Why read: a grounded look at how operational design, governance, and leadership decisions shape contact centre performance, with practical lessons for leaders trying to improve resilience, efficiency, and long-term stability.

What media would you like to see more of? **Hit reply** and let us know. We'll give you a shoutout if we include it.

Resource Rodeo 🤠

Featuring NEW releases:

The 2026 Delight AI Index

Delight's latest AI Index report examines how consumers really feel about AI-powered customer service as adoption moves into the mainstream. Based on US consumer research, the report explores growing expectations around trust, accountability, personalization, and autonomy, while highlighting the widening gap between AI usage and positive customer experiences -

[Download](#)

Also spotted:

- The state of AI in CX: From assistive to agentic - [Download](#)
- State of Global Workplace - [Download](#)
- 2026 Global Human Capital Trends - [Download](#)
- 2026 CX Shift Study: Expectations in the AI Era - [Download](#)

Toro's Timetable

May

18 - [Shared Services & Outsourcing Week Europe](#) | Estoril, Portugal

June

8 - [CX Summit EMEA](#) | Amsterdam

16 - [CX Asia Week](#) | Amara Sentosa, Singapore

22 - [CCW Las Vegas](#) | Caesars Forum, Las Vegas

July

7 - [CX Live Show UK 2026](#) | Deansgate, Manchester

13 - [Customer Contact Mind Xchange](#) | Orlando, FL

28 - [Contact Center Show Asia](#) | Kuala Lumpur, Malaysia

The Tail End

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